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Division of Extension Information  
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Fourteen Basic Features of Cooperative Extension Work

- (1) It is a joint democratic enterprise.....farm people with their county, State, and Federal governments.....cooperatively financed, cooperatively administered.
- (2) It is education, in agriculture and home economics, primarily of rural people.....men, women, youth.....for all rural people. It works with all organizations and all groups.
- (3) It is not formal education of the classroom type. It is practical education which applies science to real-life situations on a learn-to-do-by-doing basis.
- (4) It is education for action.....action by individuals in improving their farm and home skills and management, their health and other individual needs.....action by groups to improve such environmental, economic, and social factors as marketing, purchasing, community health, recreation, soil conservation, and the like.
- (5) It is education, which through participation builds the individual mentally to exercise effectively his own thinking, judgment, and leadership in solving his own problems and in cooperation with others to solve group problems. Extension is both a method of reaching and influencing people to act and a result in the human development process.
- (6) It is education which stimulates farm people to analyze and recognize their own problems and take steps to solve them individually and collectively.
- (7) It is education which recognizes the psychology and habits of the people in each community and utilizes those techniques which in terms of local interest and understanding have maximum effectiveness.
- (8) It is education which helps in solving the immediate problems, but which also encourages farmer-developed programs directed toward long-time objectives.
- (9) County programs are developed by the farm people themselves and reflect local needs and the scientific facts supplied through the Cooperative Extension Service.
- (10) The Cooperative Extension Service is a two-way road.....facts and information and guidance flow from the U. S. Department of Agriculture to the State land-grant college to the county to the farm people.....and the problems and solutions developed by the people in turn flow back to and have their influence upon the county, the State land-grant college, and the U. S. Department of Agriculture. At each point in the two-way flow, the facts and recommendations are sifted and adapted to the extension situation.

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- (11) Extension through its network of county extension agents and local volunteer leaders has direct access to all the farm homes in the United States.
- (12) Extension is flexible and can swiftly and effectively adjust its teaching efforts to new local, State, National, and international situations.
- (13) Extension helps to preserve the family farm and the American way of life, but recognizes that the family farm cannot be isolated from the best interests and well-being of the community, the State, and the Nation.
- (14) Extension helps in developing among rural people those traits of character, qualities of leadership, and knowledge of basic democratic issues that make them valuable citizens, whether they stay on farms, or move to the city as many of them do.